

## **Rebuttal To The Argument Against Ballot Proposition 86**

Make no mistake; big tobacco corporations are bankrolling opposition to Prop. 86.

Raising cigarette taxes means fewer people will smoke — especially kids. That hurts tobacco company profits.

They've seen the report by the California Department of Health Services which says that Prop. 86 will reduce the number of cigarettes sold in California by 312 million *packs* each year.

The report also says that Prop. 86 will prevent 700,000 kids from starting to smoke and save 300,000 lives.

Tobacco companies invest over \$1 billion a year marketing cigarettes in California. This is a market they won't give up without a fight.

When executives of the tobacco companies were called before Congress and put under oath, *incredibly*, each and every one of them lied by testifying that cigarettes are not addictive.

They lied to Congress under oath and now they're lying to you.

Their arguments against Prop. 86 are outright distortions and untruths.

Read Prop. 86 for yourself. You'll see that it includes specific and tough financial safeguards, independent audits and strict limits on administrative costs. Funding is directed to proven, successful public health programs.

Californians pay more than \$8 billion each year in medical costs due to smoking — that's \$700 per family per year — whether you smoke or not. The Department of Health Services report confirms that Prop. 86 will help reduce those costs.

Big tobacco will do, say, and spend anything to defeat Proposition 86. *Don't believe it.*

*Save Lives. Reduce Smoking.*

Vote Yes on Proposition 86.

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ORDERED CHANGES**